

Message Text

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ACTION AF-18

INFO OCT-01 ISO-00 COME-00 EB-11 ABF-01 RSC-01 DRC-01 /033 W

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R 021540Z JUL 74

FM AMEMBASSY BANGUI

TO SECSTATE WASHDC 4922

UNCLAS BANGUI 0770

E.O. 11652: N/A

TAGS: AFSP, CT

SUBJECT: FY 1976 COMMERCIAL PACKAGE

REF A. STATE 096529; B. BANGUI A-66, 7/17/73

1. POST CURRENTLY RECEIVES NO FUNDS FROM THE COMMERCIAL BUDGET. IN ORDER TO SUPPORT AND EXPAND ITS COMMERCIAL ACTIVITIES IN FY 1976 POST WOULD REQUIRE \$3,300 FISCAL SUPPORT.

2. POST HAS BEGUN PUBLICATION OF COMMERCIAL NEWSLETTER AIMED AT LOCAL, FRENCH AND OTHER EXPATRIATE BUSINESSES, AND GOVERNMENT AGENCIES. THESE READERS ARE POTENTIAL BUYERS OF AMERICAN PRODUCTS SUCH AS HEAVY MACHINERY FOR CONSTRUCTION, MINING, ROAD BUILDING, TIMBER AND FARMING SECTORS; TEXTILE MACHINERY; FOOD AND RAW MATERIAL PROCESSING EQUIPMENT; FOOD PRODUCTS; CHEMICALS ESPECIALLY FERTILIZERS AND PHARMACEUTICALS. INCOMPLETE RESULTS FROM THE FIRST TWO ISSUES INDICATE INCREASED AWARENESS AND INTEREST IN AMERICAN PRODUCTS.

3. EACH ISSUE OF THE COMMERCIAL NEWSLETTER REQUIRES FOLLOWING WORK: COMMERCIAL OFFICER, 30 HOURS; ENGLISH DRAFT 6 HOURS; DCM AND AMBASSADOR'S REVIEW 2 HOURS; TRANSLATION TO FRENCH 25 HOURS, FRENCH DRAFT 6 HOURS; FINAL FRENCH 6 HOURS; STENCIL 6 HOURS; PRINTING 4.5 HOURS; COLLATING 8 HOURS; DISTRIBUTION 24 HOURS. TOTAL 117.5 HOURS. POST REQUESTS \$2000 FOR COMMERCIAL NEWSLETTER FY 1976.

4. US BUSINESSMEN IN CAR ALMOST ALWAYS CALL AT EMBASSY TO SEE AMBASSADOR AND COMMERCIAL OFFICER. POST ATTEMPTS TO UNCLASSIFIED

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FACILITATE LOCAL CONTACTS CONDUCIVE TO AMERICAN INVESTMENTS AND

SALES. POST REQUEST \$500 TO HELP SUPPORT THESE REPRESENTATIONAL ACTIVITIES.

5. TO FACILITATE THE TRAVEL OF THE COMMERCIAL OFFICER TO THE OUTLYING AREAS WHERE COMMERCIAL OPPORTUNITIES FOR THE SALE OF AMERICAN AGRICULTURAL, TIMBER AND MINING EQUIPMENT EXIST THE POST REQUESTS \$300.

6. FOR THE CREATION OF A COMMERCIAL LIBRARY THE POST REQUESTS \$500.
FUNDS WOULD BE EXPENDED FOR PUBLICATIONS AND DISPLAY RACKS. DALE

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